



Master of Business Administration

Editor

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Vision Statement

- V1-** To help build India as a world leader in Management Education.
- V2-** To established and develop world class institute overall growth in an era of globalization.
- V3-** To facilitate easy access to professional education to all section of society.
- V4-** To develop and provide a professional qualified management workforce for augmenting the nation's human resources.

Mission Statement

- M1-** To impact academic excellence in management education.
- M2-** To inculcate high Moral, Ethical and Professional standard among are student and to improve their overall personality.
- M3-** To enable rational thinking for student for efficient decision making.
- M4-** To evolve the institution to the status of a deemed university.

LATEST UPDATE

INDIA TO BECOME THIRD LARGEST ECONOMY BY 2027: FM SITHARAMAN

India's economic growth is projected to be just under 7% this year, the highest among major economies, despite global headwinds. Finance Minister Nirmala Sitharaman said India is expected to overtake Japan and Germany to emerge as the third largest economy in the world by 2027. The Indian economy is therefore on the right track and is heading towards a bright future. Amidst supply-chain disruptions and economic turbulence due to contemporary conflicts that impact the Indo-Pacific, irrespective of whether they are occurring in relatively distant Ukraine or in relatively-proximate Israel or Yemen, and despite the palpable tensions prevalent in the South- and East China Sea, the Indian economy stands out as a bright spot, she said.

"Even according to the usually conservative estimates of the IMF, the Indian economy is set to emerge as the world's third largest economy by 2027, hopping over Japan and Germany, as its GDP crosses the USD 5 trillion level. By 2047, India aspires to be a developed economy," she said. Talking about India's 'Blue economy', she said, it accounts for roughly 4 per cent of the GDP and represents a sea of opportunities. India has 9 states and 4 Union Territories situated on the coast, 12 major and 200 non-major ports situated along its

coastline, and a vast network of navigable waterways for international and domestic trade, she said.

According to the UNCTAD, India was the 2nd largest exporter of ocean-based goods and services among developing countries in 2020. Observing that Indo-Pacific is undoubtedly the world's most economically dynamic region, Sitharaman said it encompasses 60 per cent of global GDP, and almost 50 per cent of global merchandise trade. On the other hand, the Indo-Pacific is also a geopolitically contested space that is being roiled by great power competition, she said.

"One draws its legitimacy from an internationally accepted and consensually derived rules-based order. India stands firmly and proudly in the vanguard of this system," she said. While the other seeks to discredit and disrupt this consensually derived rules-based order and supplant it with an international order whose rules are generated in an exclusive State, she said.

As India accelerates its economic growth and uplifts its teeming masses, moving them from poverty to prosperity, she said it is registering impressive gains in its comprehensive national power as well as in terms of its international stature. "Today, Indians 'whether at home or abroad' stand, walk, talk, and act with their heads held high... even as the world appreciates India's achievements and successes and lauds it for its demonstrated resilience amidst multiple crises, we are very clear that we cannot

afford to be an inward-leaning power," she said.

"Our focus on transitioning from a 'brown' economic model to a 'blue' one and thereafter extrapolating this blue transition across the length and breadth of the Indo-Pacific demands that we shoulder greater and heavier regional responsibilities, and this is precisely what we are doing," she said.

India has significantly improved its position as a well-governed and innovative country with a conducive environment for business, as reflected in several global indices. Noting that the country's comprehensive national power is going to remain inextricably linked to the ocean, she said India is seized of the pressing need to grow the maritime sector as a whole and the government is determined to provide the requisite support by way of fiscal policy and financial outlay.

"We seek to position India as a hub in new and diversified supply chains and value chains across the Indo-Pacific and, indeed, across the world. "Towards this end, I am happy to inform you that all sectors of the government are responding exceedingly positively to our new financial policies," she said.

In terms of international shipments, she said India's global ranking has risen from 44th place in 2014, to the 22nd rank in 2023. Similarly, as per the World Bank's Logistics Performance Index report 2023, she said, the 'turn-around time' of Indian ports is now just 0.9 days, which is lower than ports in established maritime

centres such as Singapore, the UAE, Germany, the USA, Australia, Russia, and South Africa.

"Our experience of the maritime manifestations of the Covid-19 pandemic has led to shipping insurance, too, becoming a particular area of policy focus," she said. On the one hand, a 'Marine Cargo Pool' has now been created with the full support of the Insurance Regulatory and Development Authority of India and domestic insurance companies, to support maritime trade on the other hand the country is improving its strength in shipping arbitration, and in order to reduce India's vulnerability to international sanctions. To provide greater strategic flexibility in shipping operations, she said "we are setting up a full-fledged Indian-owned and India-based Protection and Indemnity (P&I) entity that will additionally provide protection to coastal and inland shipping."

On the capacity building front, she said, as many as 31 projects have been identified in 9 major ports for monetisation under the National Monetisation Pipeline (NMP) launched in 2022, with a total estimated CAPEX of 14,483 crore rupees (1.74 billion US dollars) for FY 2022-25. Terming India-Middle East-Europe Connectivity Corridor (IMEC) as one of the most promising connectivity projects, Sitharaman said it will be a win-win situation for all states involved, as it enhances transportation efficiency, reduces logistic costs, increases economic unity, generates

employment, and lowers Greenhouse Gas emissions, contributing to a cleaner, safer, better world.

"However, it is not without its geopolitical challenges and the ongoing conflict in Israel and Gaza is a worrying manifestation of these," she said. The IMEC was signed at the 18th G-20 Summit held in New Delhi in September. It is a multimodal economic corridor that incorporates multiple networks of shipping, railways, and roadways and will also include electricity cables, high-speed data cables, and a hydrogen pipeline. The corridor is expected to create a reliable and cost-effective cross-border, ship-to-rail transit network to supplement existing maritime and road transport, and facilitate trade and connectivity, leading to the economic integration of South Asia, West Asia, Europe, and the Middle East.

<https://www.hindustantimes.com/business/india-to-become-third-largest-economy-by-2027-fm-sitharaman-101700040285170.html>

COLLEGE UPDATE

DEVUTHANI EKADASHI CELEBRATIONS

On the auspicious occasion of Devuthani Ekadashi, Shri Ram Murti Smarak (SRMS) Trust Institutions, Bareilly organized a 'DEEPDAAN MAHOTSAV' on November 23, 2023 in Radha Mohan Temple at SRMS College of Engineering & Technology, Bareilly with profound devotion. It was a radiant celebration where the divine ambiance resonated with prayers and reverence.

The veneration commenced with the consecration of Lord Krishna wherein first 'diya' was enlightened by Shri Dev Murti, Chairman SRMS Trust, which marked the beginning of this occasion. Infusing the ambiance with beauty, the venue was adorned with exquisite decorations as over 4000 diyas were lit during the ceremony. This collective effort not only created a serene and peaceful atmosphere but also transformed the surroundings into a breathtaking spectacle of lights & decorations. The ceremony witnessed grand aarti, mantras and deep devotion, creating a mesmerizing view.

The event was graced by the presence of Mrs. Asha Murti, Trustee; Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics; Dr L.S. Maurya, Principal CETR; Dr Anuj Kumar, Director TDP Cell; Air Marshal Dr M.S. Butola, Principal IMS; Dr R.P. Singh, Medical Superintendent; Dr Rohit Sharma, Dean PG, along with special guest, Shri Guru Mehrotra, Managing Director of The Guru School, Bareilly, and several other dignitaries & students of SRMS Trust Institutions.



AKTU ZONAL SPORTS FEST

Dr APJ Abdul Kalam Inter-Technical University Sports Fest, 2023-24 (Zonal Level) organized by Dr APJ Abdul Kalam Technical University, Lucknow UP commenced with great enthusiasm at the Zonal Centre — Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET),

Bareilly on November 7. The grand 2-day fest (November 7-8, 2023) consisting of eight sports categories namely Volleyball, Basketball, Badminton, Table Tennis, Chess, Kabaddi, Kho-Kho & Athletics brought students together to showcase their athletic prowess. The participating institutions from Bareilly includes SRMS CET, SRMS CETR; SR Institute of Pharmacy, Rajshree Institute of Management & Technology, Universal College of Pharmacy, Aonla, RBCET; RBCP, MIT Group of Institutions (Management, Technology, Pharmacy) & KITPS from Moradabad and Sacred Heart Institute of Management & Technology, Sitapur.

The Day-1 was duly inaugurated by Honourable Shri Dev Murti Ji, Chief Guest & Chairman SRMS Trust, wherein he hoisted the flags of AKTU & SRMS, and officially declared the fest open in the presence of Er Subhash Mehra, Trust Advisor, Dr Prabhakar Gupta, Dean Academics, Dr L S Maurya, Principal CETR, Dr Jaspreet Kaur, Principal IPS, Dr Anuj Kumar, Director TDP Cell, Dr Arti Gupta, Director Pharmacy, Dr Jitendra Singh Yadav, Chief Proctor, Dr Sovan Mohanty, DSW & other dignitaries. During inaugural, a Mashal run was led by students, followed by March Past along with an oath-taking ceremony by all the college flag holders. Added highlight of

the gala afternoon was a captivating dance performance along with energetic drill performed by students, featuring come very impressive formations. Later, Shri Dev Murti shared motivational words emphasizing upon the sportsmanship spirit & Dr Sovan Mohanty delivered a vote of thanks.

After two days of grand sports show, culminated with a bang, a closing & prize distribution ceremony was held. The winners of the various sporting events were felicitated with certificates, medals & trophies. In a proud moment for SRMS Institution, SRMS CET girls stood FIRST in Kho-Kho beating CETR. In Table Tennis, SRMS CET girls bagged FIRST position beating MIT Moradabad.

In Volleyball, SRMS CET boys clinched FIRST position beating Future F.I.E.T, Bareilly.

In Basketball, SRMS CET girls beat SRMS CETR girls & emerged victorious.

In Athletics (track events), SRMS CET boys stood FIRST in 4*100 Relay & SRMS CET Girls stood 1st in High Jump, Javelin Throw & Discuss-Throw respectively.

Further, SRMS CETR -boys stood 1st in 400 M, Discuss Throw respectively & SRMS CETR-girls stood 1st in Long Jump. The overall Champions Trophy was bagged by MIT Moradabad. The splendid

culmination of Sports Fest was graced by Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics; Dr LS Maurya, Principal CETR; Dr Anuj Kumar, Director TDP Cell; Dr Arti Gupta, Director Pharmacy; Dr Jitendra Singh Yadav, Chief Proctor; Dr Sovan Mohanty, DSW, Mr. Ranjit Singh, Observer from AKTU & many others.





DEPARTMENTAL UPDATE

VALUE BASED SEMINAR

On 8th of November 2023, Faculty of Management Science, SRMS CET Bareilly, organised a Value Based Seminar on the topic Positive Aspects of Covid-19 for MBA 1st semester. The eminent faculty members present there were, Professor Dr. D.N. Rao, Dr. Saurabh Gupta, Dr. Mohd. Danish Chishti, Dr. Shobhit Saxena, Mr. Raghvendra Kumar, Dr Deepanshi and Ms. Happy Sinha.

The presentation was very enlightening. Student presenters elaborated and discussed about- Increased intake of organic food, improved health infrastructure, advancement in Educational modes, etc. The presenters

were- Arjun Singh Rajput, Amisha Varshney and Deeksha Shankhdhar.

At the last of presentation, faculty members provided feedback and areas of improvement from which the students and other audience learned the mistakes that are to be avoided during PPT presentation.

PRESENTATION SESSIONS BY STUDENTS

Strategic Presentations are being organized for the students of MBA department. On 17th November 2023 two students of MBA 3rd semester Harsh Rastogi and Ishika Saxena presented individually on the topics “Healthcare Innovation and Entrepreneurship: Investigate the entrepreneurial opportunities and challenges in the healthcare sector, including digital health startups and biotech innovations” and “Data-Driven Decision Making in Strategic Management: Investigate the use of big data and analytics in informing and shaping strategic decisions” respectively.

On 24th November 2023, Honey Bhatia and Sparsh Khanna presented on the topics “Strategic Innovation Management: Analyze the role of innovation in developing and sustaining a competitive advantage, with a focus on emerging technologies and disruptive innovation” and “Retail Fashion Industry:

Omnichannel Strategies for Success: Analyze how fashion retailers are integrating online and offline channels in their strategies to engage consumers effectively” respectively.

Students are given half an hour to present on the topics assigned to them. These presentations were video recorded and given to students so that they learn the shortcomings and improve for further presentation.

These presentations were held in the presence of Prof Anuj Kumar, Director Training Development Cell and HOD MBA and MCA department, Prof D N Rao, Director IQAC, faculty members and all the students of MBA 3rd semester.

On November 24, 2023 Students of 1st year of MBA department had their first session of Strategic Presentation, organized specifically to help students getting fear of public speaking and confidently presenting their thoughts.

Every student was assigned a faculty guide to help them throughout the process.

The topics for the presentations were very enlightening and in tune with current world’s situations. The faculty members gave their feedbacks and instructed students on the points that have room for Improvement. This whole activity promises to guide students through their

fears to a great communicator and reach the zenith of their potential.



PLACEMENT ACTIVITY

PLACEMENT AT SERVA EDUCATION

The following students have been finally selected by Serva Education, through the virtual placement drive held.

| Name | Course | Batch | Company |
|-------------------|--------|---------|-----------------|
| Ms. Sunidhi Malik | MBA | 2022-24 | Serva Education |
| Mr. Deepak Singh | MBA | 2022-24 | Serva Education |



FACULTY ARENA

PARTICIPATION IN WEBINAR

Dr. Pankaj Agarwal, Associate Professor, participated in a webinar on The Joy of Doing Grounded Theory Online; this webinar was organized by NVIVO on 14th November 2023. Webinar speaker was Prof. Cathy Urquhart, a visiting Professor at the Department of Informatics at Lund University and Professor Emeritus of Digital Business at Manchester Metropolitan University Business School, UK.

Manchester Metropolitan University



The Joy of Doing Grounded Theory Online

Cathy Urquhart

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https://www.mmu.ac.uk/staff/profile/professor-cathy-urquhart#tab-tabs_staff_profile-1



STUDENT'S ARENA

VISITED RIDDHIMA

On 31st of October 2023, the students of MBA Department of SRMS CET visited SRMS Riddhima – A Centre of Performing and Fine Arts in Bareilly, enjoyed a spectacular play.

The play was titled as “Ankahi An-jali” an intense thriller was presented by Pankh Theatre Group, Mumbai. It served as a magnificent Grand Finale for Riddhima’s

3rd theatre fest- Indradhanush. The evening was inaugurated by hon’ble Chairman Sir, Shri Dev Murti Ji along with the esteemed guest Mrs. Usha Gupta Ji in the presence of Mrs. Asha Murti Ji, Dr. Anuj Kumar and several other guests. The event concluded with Mr. Subhash Mehra giving a memento to the esteemed guest.



PARTICIPATION AND WINNING IN TECHNOVAGANZA

SRMS CET MBA department participated in the event Technovaganza 2023 organized by Shri Ram Murti Smarak College of Engineering, Technology & Research (SRMS CETR), Bareilly

Students of MBA 1st, SRMSCET participated in the event- Innovative Mind, where they had to provide innovative solutions to given problems and secured First position.

The winners were, Jyoti Bharti, Lavangi Saxena, and Archie Vashishth.



MANAGEMENT CLUB ACTIVITY

The storytelling event, titled “Katha Varta – A Tale Talk,” was organized at the MBA Seminar Hall on November 16, 2023, spearheaded by Ishika Saxena and Sunidhi Malick, both second-year MBA students who served as facilitators for the activity. MBA 1st year students enthusiastically participated in this event, which involved

selecting nine photos and subsequently choosing seven from the collection to craft compelling narratives. The challenge was not only to select intriguing images but also to weave engaging stories around these selected pictures. Following this creative process, the students presented their stories to both peers and faculty members.

This activity not only provided a platform for the MBA 1st year students to showcase their imaginative talents but also offered an avenue for personal growth and the development of crucial communication skills. The event underscored the significance of storytelling as an art form and emphasized the importance of effective communication in today’s professional landscape.

In conclusion, “Katha Varta – A Tale Talk” was a resounding success, fostering creativity, storytelling abilities, and a sense of camaraderie among the MBA students. It served as a testament to the value of such activities in promoting holistic development and enhancing essential skills for future success.

Winners of the event were – 1st – Deeksha Nigam, 2nd – Vartika, 3rd – Snigdha